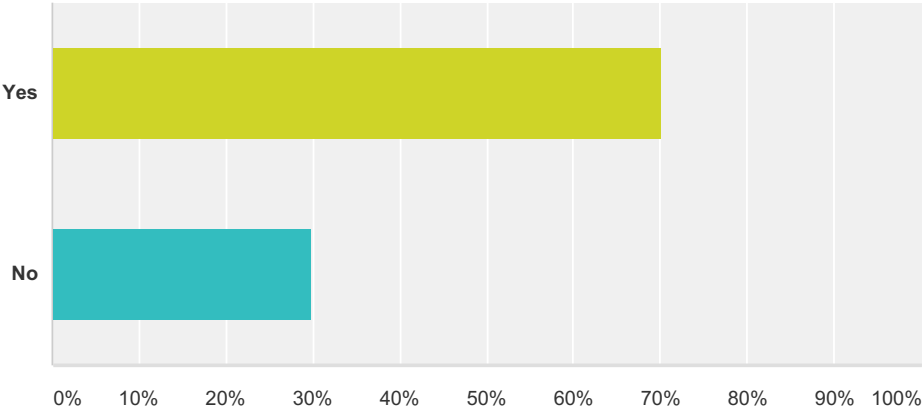


Q1 Have you visited the local Comcast office for service on your account? If NO, please go to question 3.

Answered: 365 Skipped: 0

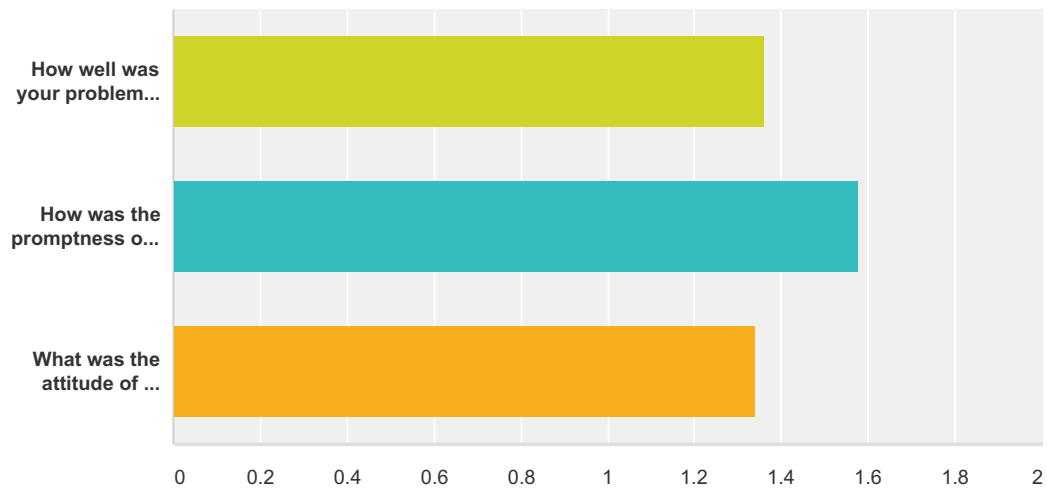


Answer Choices	Responses	
Yes	70.14%	256
No	29.86%	109
Total		365

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Q2 Please describe your experience at the local Comcast office.

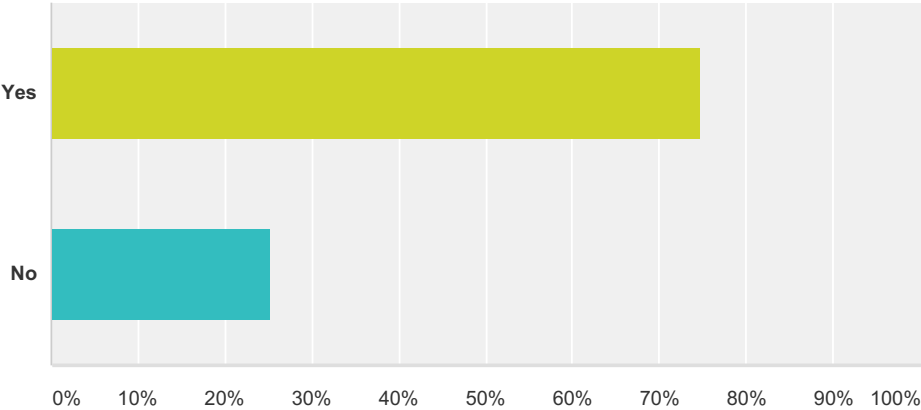
Answered: 259 Skipped: 106



	It was satisfactory.	It was unsatisfactory.	Total	Weighted Average
How well was your problem solved?	64.20% 165	35.80% 92	257	1.36
How was the promptness of service or waiting times?	42.08% 109	57.92% 150	259	1.58
What was the attitude of the Comcast personnel?	66.15% 170	33.85% 87	257	1.34

Q3 Have you called the local Comcast telephone number for service? If NO, please go to question 5.

Answered: 361 Skipped: 4

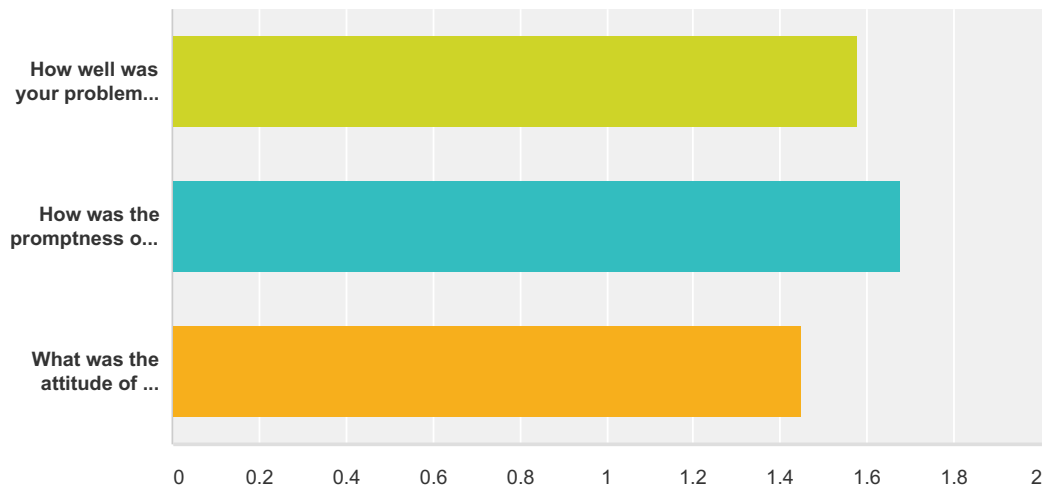


Answer Choices	Responses	
Yes	74.79%	270
No	25.21%	91
Total		361

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Q4 Please describe your experience with your call(s).

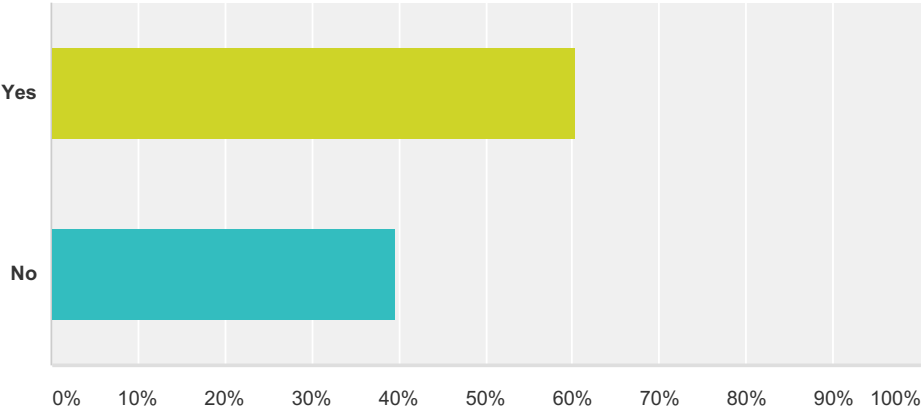
Answered: 273 Skipped: 92



	It was satisfactory.	It was unsatisfactory.	Total	Weighted Average
How well was your problem solved?	41.76% 114	58.24% 159	273	1.58
How was the promptness of service or waiting times?	32.10% 87	67.90% 184	271	1.68
What was the attitude of the Comcast personnel?	55.02% 148	44.98% 121	269	1.45

Q5 Are you aware that the local telephone number does not connect you with the local service office?

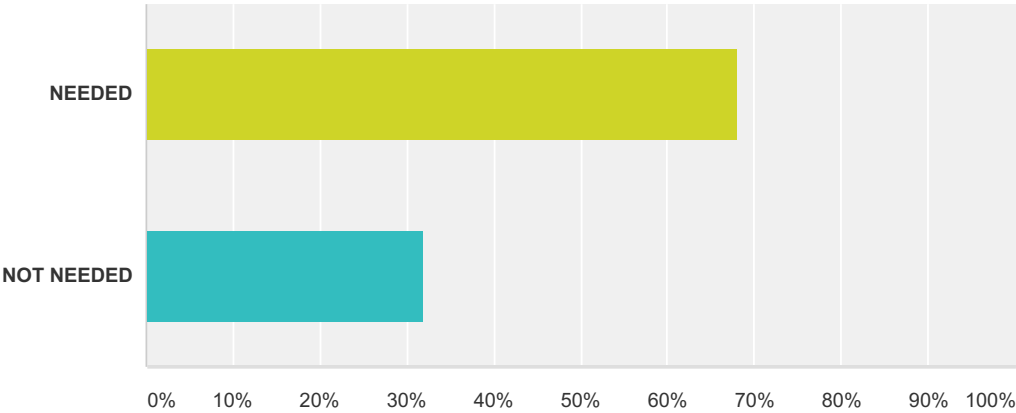
Answered: 358 Skipped: 7



Answer Choices	Responses	
Yes	60.34%	216
No	39.66%	142
Total		358

Q6 Is a local number that reaches the local office?

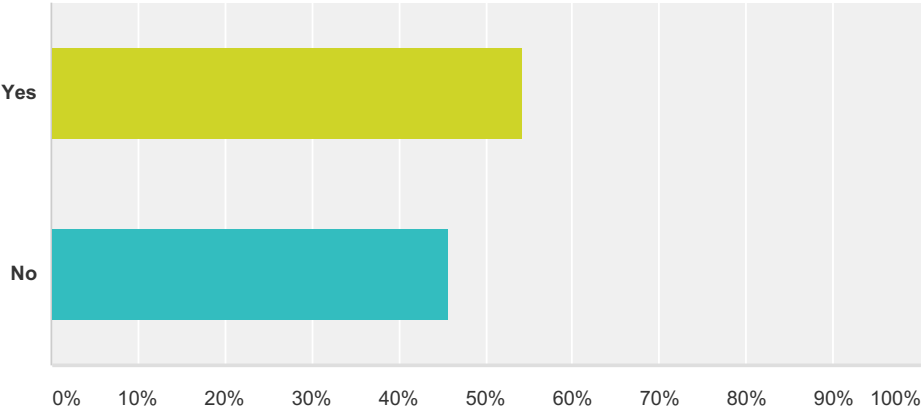
Answered: 360 Skipped: 5



Answer Choices	Responses	
NEEDED	68.06%	245
NOT NEEDED	31.94%	115
Total		360

Q7 Have you requested a service or installation call the last 12 months? If NO, please go to Question 10.

Answered: 359 Skipped: 6

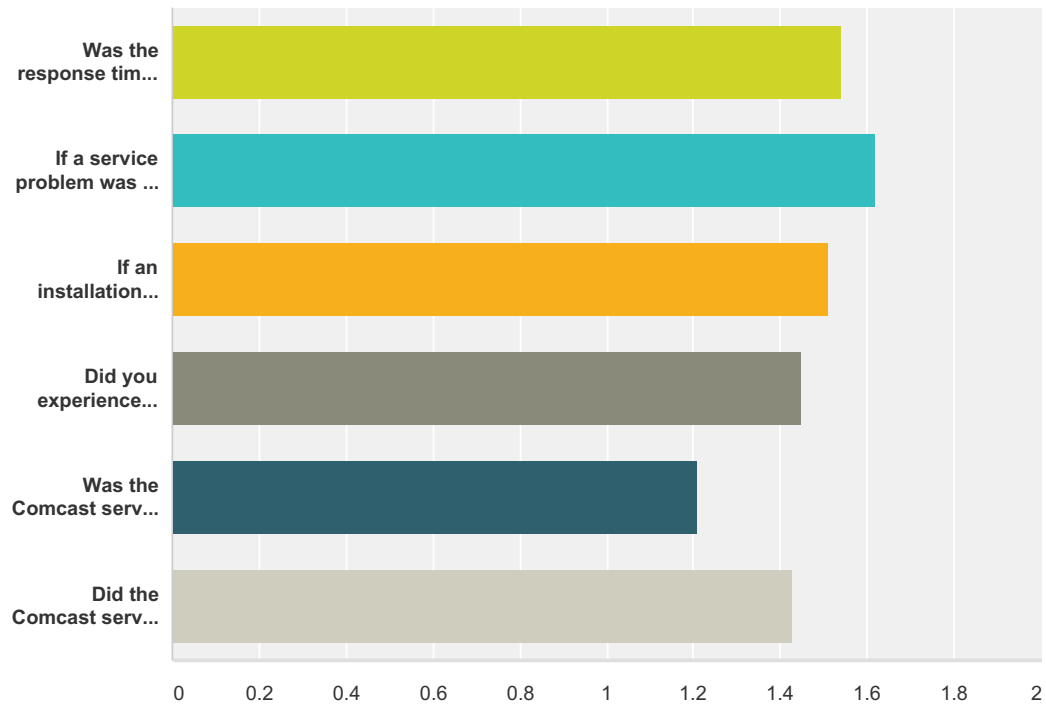


Answer Choices	Responses	
Yes	54.32%	195
No	45.68%	164
Total		359

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Q8 During the service call:

Answered: 205 Skipped: 160

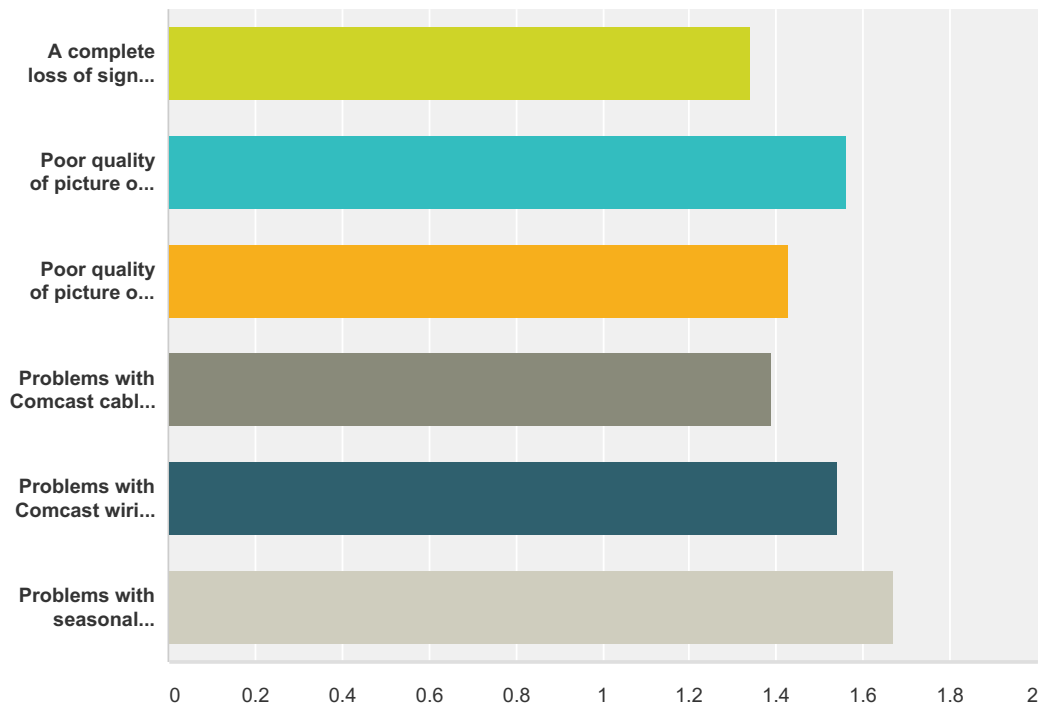


	Yes	No	Total	Weighted Average
Was the response time to your call satisfactory?	45.85% 94	54.15% 111	205	1.54
If a service problem was it fixed on the first call?	37.56% 74	62.44% 123	197	1.62
If an installation, was it done promptly?	49.06% 78	50.94% 81	159	1.51
Did you experience unreasonable delays in the service or waiting time?	55.05% 109	44.95% 89	198	1.45
Was the Comcast service person courteous?	78.61% 158	21.39% 43	201	1.21
Did the Comcast service person answer your questions satisfactorily?	57.21% 115	42.79% 86	201	1.43

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Q9 Have you experienced any of the following within the last year?

Answered: 269 Skipped: 96

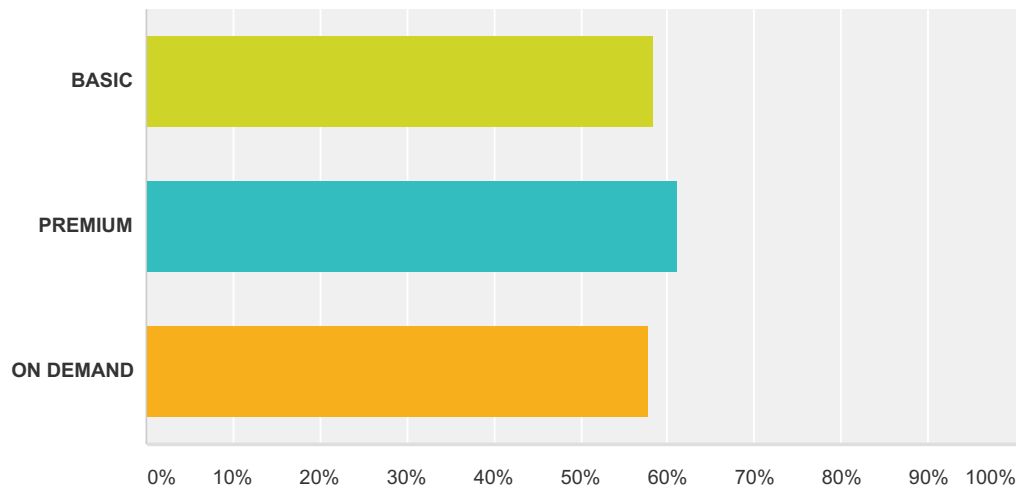


	Yes	No	Total	Weighted Average
A complete loss of signal for several hours?	66.42% 176	33.58% 89	265	1.34
Poor quality of picture on all channels at the same time?	44.02% 114	55.98% 145	259	1.56
Poor quality of picture on a single channel?	56.98% 147	43.02% 111	258	1.43
Problems with Comcast cable boxes in your home?	61.07% 160	38.93% 102	262	1.39
Problems with Comcast wiring or connections to your home?	45.56% 118	54.44% 141	259	1.54
Problems with seasonal connection or disconnection?	32.68% 83	67.32% 171	254	1.67

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Q10 Please check the services to which you subscribe.

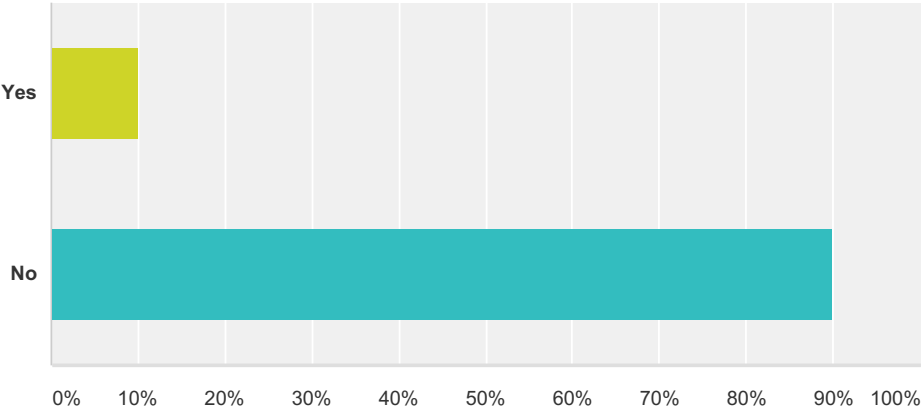
Answered: 325 Skipped: 40



Answer Choices	Responses	
BASIC	58.46%	190
PREMIUM	61.23%	199
ON DEMAND	57.85%	188
Total Respondents: 325		

Q11 Do you think Comcast’s prices are reasonable considering the product they provide?

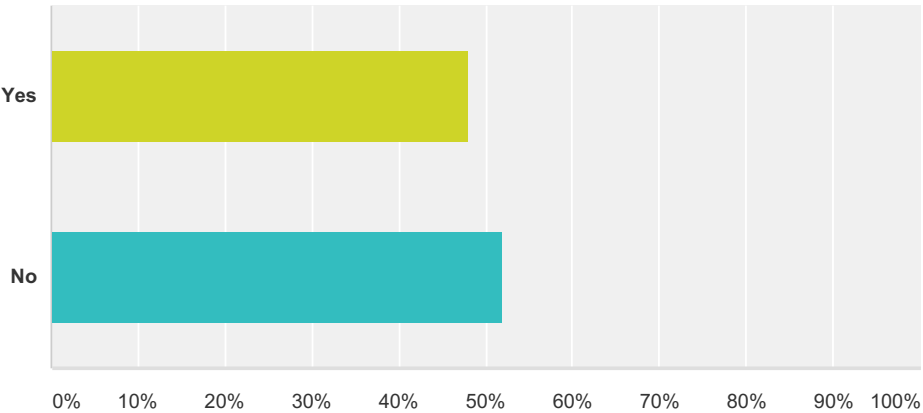
Answered: 336 Skipped: 29



Answer Choices	Responses	
Yes	10.12%	34
No	89.88%	302
Total		336

Q12 Is Comcast’s bill easy to understand?

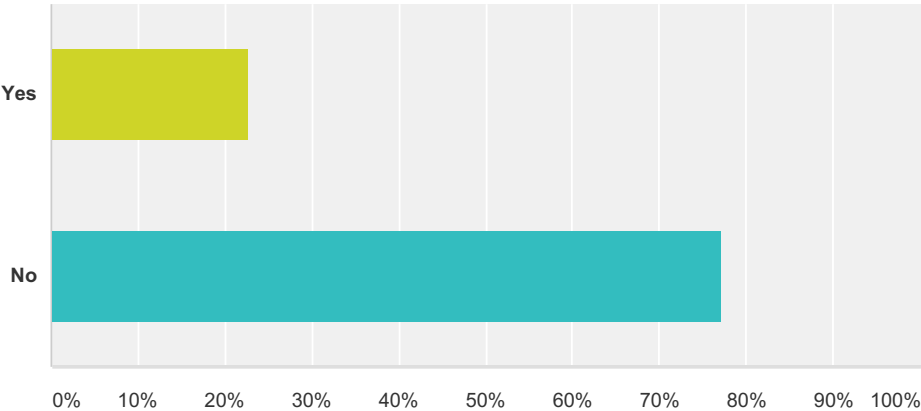
Answered: 335 Skipped: 30



Answer Choices	Responses	
Yes	48.06%	161
No	51.94%	174
Total		335

Q13 Do you find Comcast’s rate structure easy to understand?

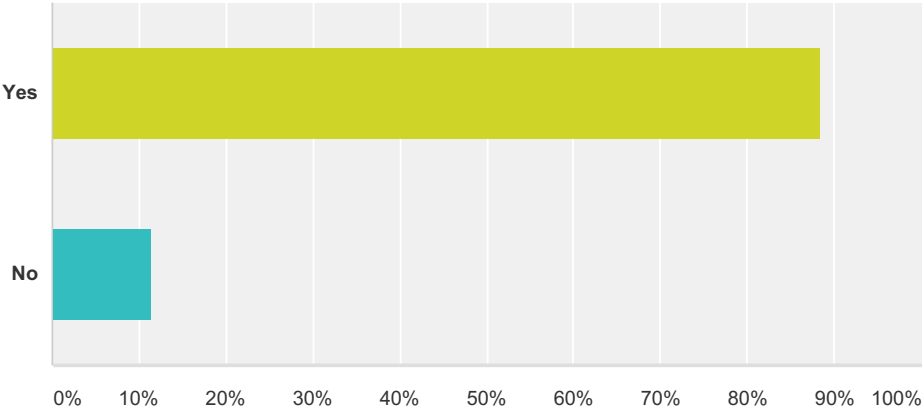
Answered: 334 Skipped: 31



Answer Choices	Responses	
Yes	22.75%	76
No	77.25%	258
Total		334

Q14 Have you ever considered alternatives to Comcast because of cost, such as satellite transmission?

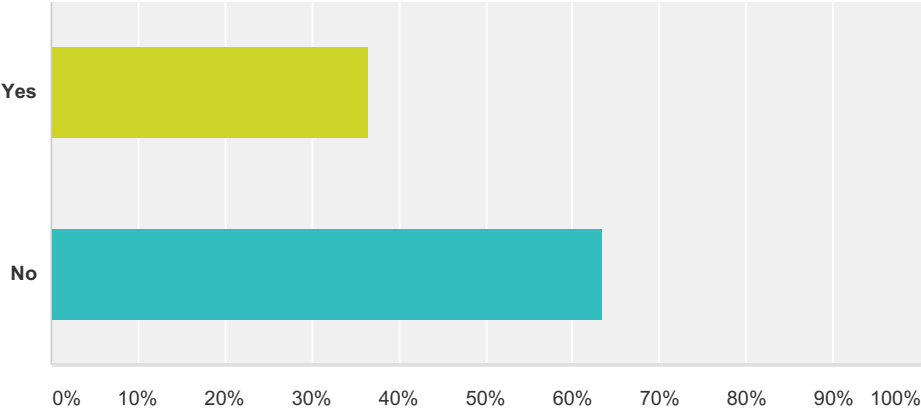
Answered: 337 Skipped: 28



Answer Choices	Responses	
Yes	88.43%	298
No	11.57%	39
Total		337

Q15 Do you think that the City of Nashua should renew its agreement with Comcast, considering that there are not other options at the moment?

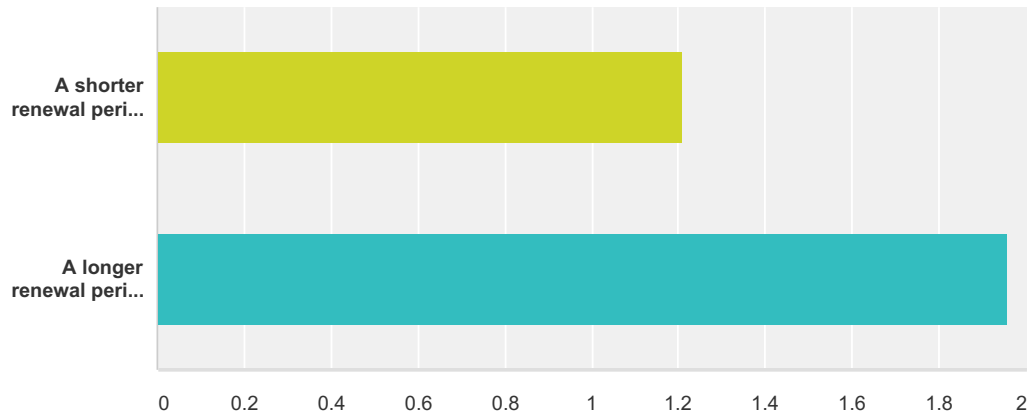
Answered: 331 Skipped: 34



Answer Choices	Responses	
Yes	36.56%	121
No	63.44%	210
Total		331

**Q16 The proposal is to renew for ten years.
Should we consider:**

Answered: 333 Skipped: 32

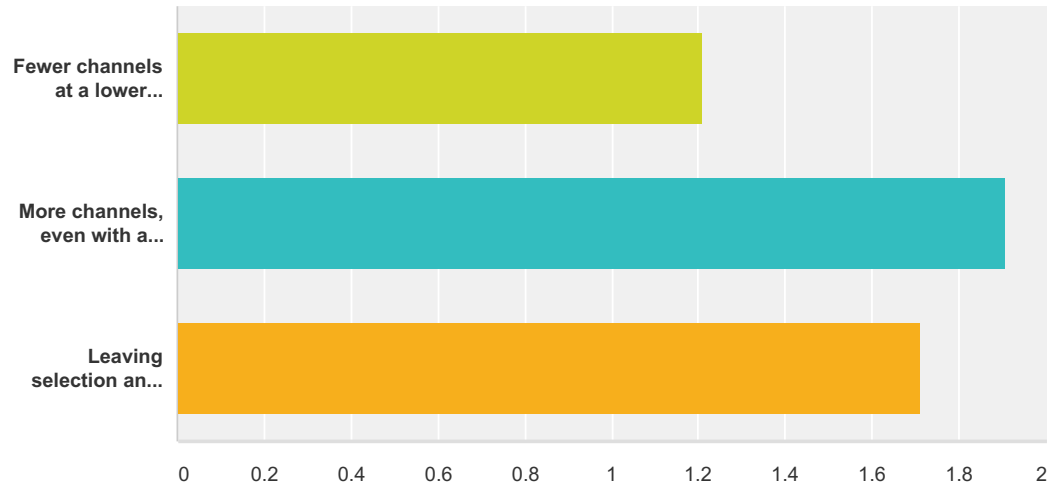


	Yes	No	Total	Weighted Average
A shorter renewal period, say five years? OR	79.09% 261	20.91% 69	330	1.21
A longer renewal period, say fifteen years?	3.66% 10	96.34% 263	273	1.96

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Q17 Comcast offers many types of programs. Added programs often are used to support rate increase requests. Would you favor:

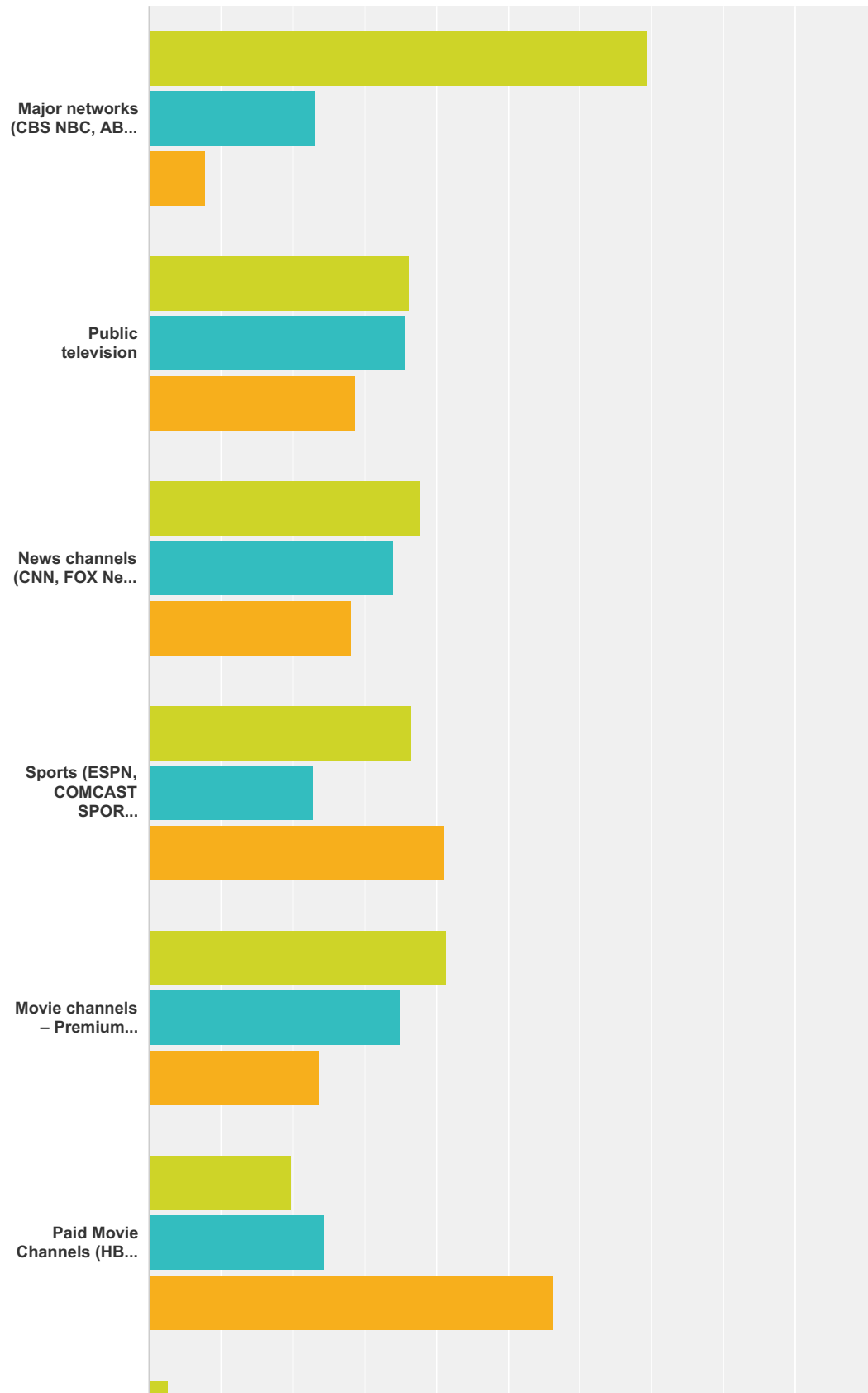
Answered: 325 Skipped: 40



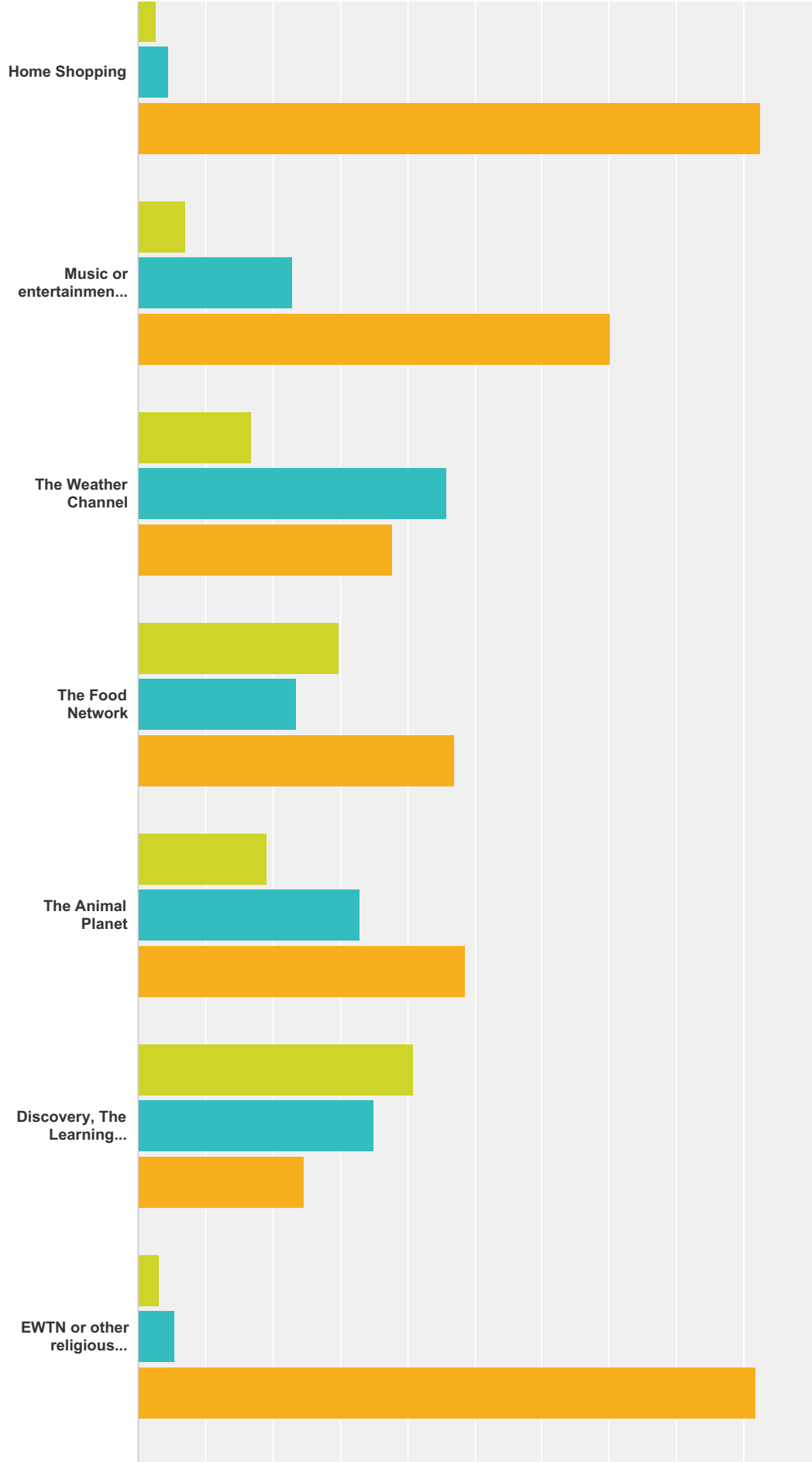
	Yes	No	Total	Weighted Average
Fewer channels at a lower price?	79.50% 252	20.50% 65	317	1.21
More channels, even with a rate increase?	9.25% 27	90.75% 265	292	1.91
Leaving selection and prices where they are?	29.41% 85	70.59% 204	289	1.71

Q18 Please describe your viewing preferences:

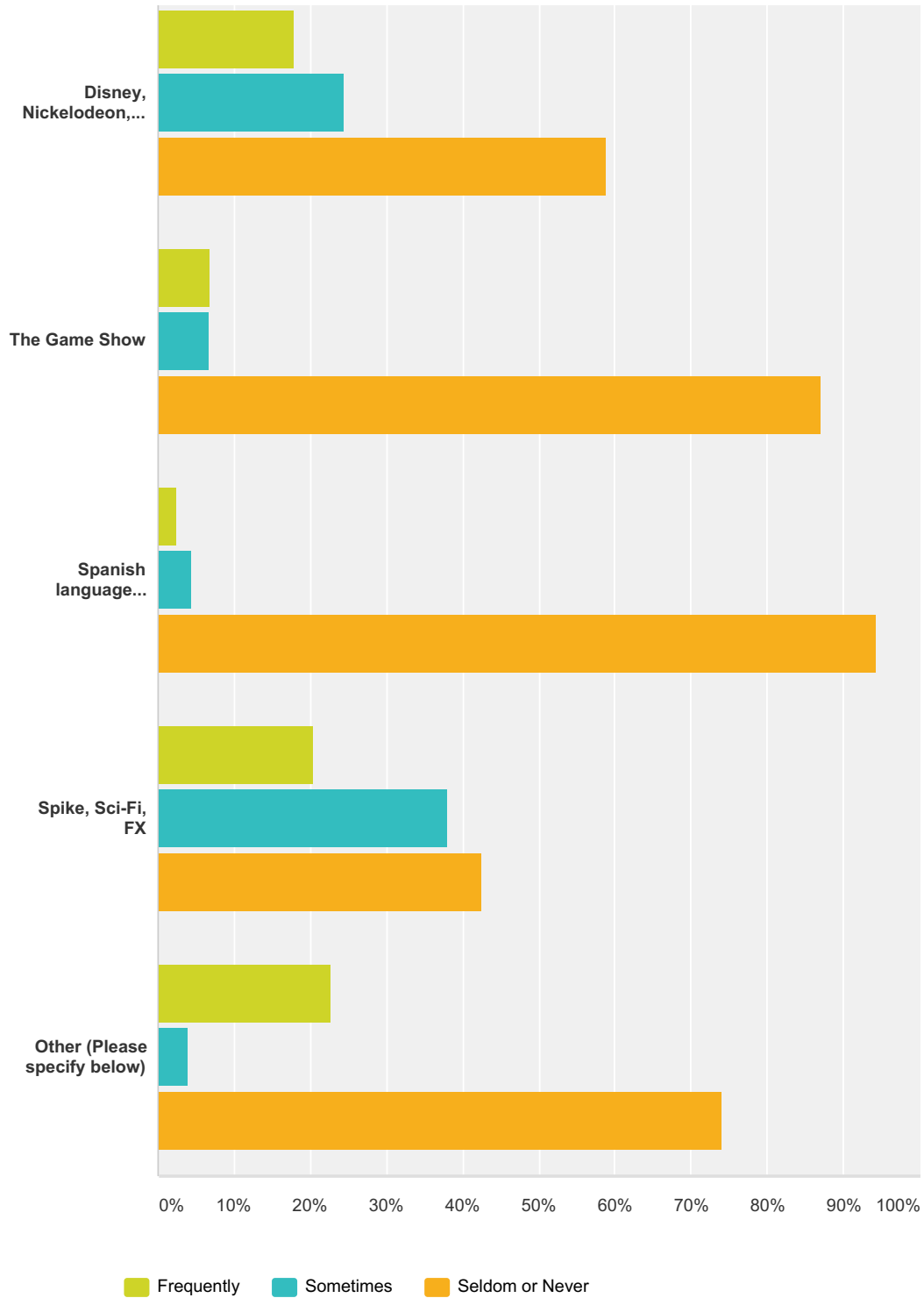
Answered: 331 Skipped: 34



CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE



CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE



	Frequently	Sometimes	Seldom or Never	Total Respondents
Major networks (CBS NBC, ABC, FOX)	69.51% 228	23.17% 76	7.93% 26	328
Public television	36.25% 116	35.63% 114	28.75% 92	320
News channels (CNN, FOX News, MSNBC, CNBC, etc.)	37.81% 121	34.06% 109	28.13% 90	320

CITY OF NASHUA CABLE FRANCHISE RENEWAL QUESTIONNAIRE

Sports (ESPN, COMCAST SPORTS, RACING)	36.53% 118	22.91% 74	41.18% 133	323
Movie channels – Premium Service (AMC, TBS, TNT, USA, LIFE, A&E)	41.49% 134	34.98% 113	23.84% 77	323
Paid Movie Channels (HB, TMC, MAX, SHO, ENC)	19.81% 64	24.46% 79	56.35% 182	323
Home Shopping	2.81% 9	4.69% 15	92.50% 296	320
Music or entertainment channels – Premium Service (MTV, VH1, COM, WB, BET)	7.17% 23	23.05% 74	70.09% 225	321
The Weather Channel	16.88% 54	45.94% 147	37.81% 121	320
The Food Network	29.91% 96	23.68% 76	47.04% 151	321
The Animal Planet	19.12% 61	32.92% 105	48.59% 155	319
Discovery, The Learning Channel, The History channel	40.99% 132	35.09% 113	24.53% 79	322
EWTN or other religious programming	3.14% 10	5.35% 17	91.82% 292	318
Disney, Nickelodeon, TOON	18.04% 57	24.37% 77	58.86% 186	316
The Game Show	6.92% 22	6.60% 21	87.11% 277	318
Spanish language programming	2.52% 8	4.40% 14	94.34% 300	318
Spike, Sci-Fi, FX	20.45% 63	37.99% 117	42.53% 131	308
Other (Please specify below)	22.73% 35	3.90% 6	74.03% 114	154

Q19 If you would like us to convey a comment to Comcast, please write it below. Comcast will be interested in your constructive comments. Please remember that rates are out of the City of Nashua's control.

Answered: 173 Skipped: 192